

### **Amendments to the Claims**

Please amend claim 10 as indicated below. All claims are listed below. This listing of claims will replace all prior versions, and listings, of claims in the application:

1           1.     (Original)     A method for a handheld device to facilitate interaction with a  
2 viewing device receiving a broadcast, comprising:  
3           indicating with the handheld device interest in obtaining a content catalog  
4 identifying content in a first data format provided by a content provider;  
5           receiving the content catalog from a formatting agent;  
6           selecting content in the content catalog having the first data format; and  
7           receiving said selected content from the formatting agent in a second data format  
8 compatible with the handheld device.

9           2.     (Original)     The method of claim 1, wherein the handheld device  
10 comprises a wireless coupling to the formatting agent.

11          3.     (Original)     The method of claim 1, wherein the content catalog content  
12 corresponds at least in part to broadcasts available for receipt by the viewing device.

13          4.     (Original)     The method of claim 1, further comprising:  
14 broadcasting the broadcast to the viewing device over a communication channel;  
15 determining broadcast-related data for the broadcast; and  
16 making said broadcast-related data available to a content initiator so that the  
17 content initiator associates said broadcast related data with the content catalog.

1           5.     (Original)     The method of claim 4, further comprising:  
2           providing, by a broadcaster, said broadcast-related data to a content provider so  
3           that the content provider makes said broadcast-related data available to the content  
4           initiator.

5           6.     (Previously Presented)     The method of claim 1, wherein the first data  
6           format is incompatible with the handheld device, the method further comprising:  
7           retrieving said selected content from the content provider; and  
8           converting by the formatting agent of the first data format into the second data  
9           format.

10          7.     (Original)     The method of claim 1, further comprising:  
11          retrieving by the formatting agent of said selected content from the content  
12          provider;  
13          determining the first data format is incompatible with the handheld device; and  
14          converting said selected content into said compatible second data format.

15          8.     (Previously Presented)     The method of claim 1, wherein said converting  
16          comprises:  
17          determining characteristics of the handheld device;  
18          identifying a portion of said selected content that is incompatible with the  
19          handheld device; and

1 wherein said receiving said selected content from in the second data format  
2 includes converting said incompatible portion into a compatible portion based on said  
3 determined characteristics.

4 9. (Original) The method of claim 7, wherein said incompatible portion  
5 comprises an Internet communication protocol.

6 10. (Currently Amended) The method of of [ If ] claim 1, wherein the  
7 content catalog comprises selected ones of: links to content provider content, and  
8 embedded content provider content.

9 11. (Original) An apparatus, comprising a machine accessible medium  
10 having instructions encoded therein, which when executed by the machine, are capable  
11 of directing the machine to perform the operations of claim 1.

12 12. (Original) The apparatus of claim 11, wherein said instructions include  
13 further instructions capable of directing the machine to perform the operations of claim  
14 4.

15 13. (Original) The apparatus of claim 12, wherein said instructions include  
16 further instructions capable of directing the machine to perform the operations of claim  
17 5.

18 14. (Original) The apparatus of claim 11, wherein said instructions include  
19 further instructions capable of directing the machine to perform the operations of claim  
20 6.

1           15.   (Original)    The apparatus of claim 11, wherein said instructions include  
2 further instructions capable of directing the machine to perform the operations of claim  
3 7.

4           16.   (Previously Presented)    The apparatus of claim 11, wherein said  
5 instructions include further instructions capable of directing the machine to perform the  
6 operations of claim 8.

7           17.   (Original)    The apparatus of claim 15, wherein said instructions include  
8 further instructions capable of directing the machine to perform the operations of claim  
9 7.

10          18.   (Previously Presented)    A system to facilitate interaction with a viewing  
11 device receiving a broadcast, comprising:

12           a first machine at a first location having disposed therein a content formatting  
13 server, and a handheld device communicatively coupled to the content formatting  
14 server;

15           a first memory accessible by the handheld device having first instructions stored  
16 therein, which when executed by the handheld device, direct the handheld device to  
17 monitor a user interface for a trigger event, and responsive thereto, to request a catalog  
18 from the content formatting server;

19           a second machine at a second location, different from said first location, having  
20 disposed therein a content initiator communicatively coupled to the content formatting  
21 server; and

1 a second memory accessible by the content formatting server having second  
2 instructions stored therein, which when executed by the formatting server, direct the  
3 content formatting server to retrieve the catalog from the content initiator in a first data  
4 format, and provide the catalog to the handheld device in a second format.

5 19. (Original) The system of claim 18, wherein the first data format is the  
6 same as the second format.

7 20. (Original) The system of claim 18, wherein said second instructions  
8 include further instructions for converting the first data format into the second data  
9 format.

10 21. (Original) The system of claim 18, further comprising:  
11 a content provider communicatively coupled to the formatting server;  
12 wherein said first instructions include further instructions, which when executed  
13 by the handheld device, direct the handheld device to retrieve content from the content  
14 provider.

15 22. (Original) The system of claim 21, wherein said instructions include  
16 further instructions, which when executed by the handheld device, direct the handheld  
17 device to:

18 display the catalog on the handheld device;  
19 receive a selection of a catalog entry corresponding to content provided by a  
20 content provider; and  
21 retrieve said content from the content provider.

1           23.   (Original)   The method of claim 1, wherein the content identified in the  
2 content catalog changes in accord with changes of material present in the broadcast.

3           24.   (Original)   A method for a handheld device to facilitate interaction with a  
4 viewing device receiving a broadcast, comprising:

5                 indicating with the handheld device interest in obtaining a content catalog  
6 containing at least one transitory selectable item associated with the broadcast, wherein  
7 the transitory selectable item comprises content having a first data format incompatible  
8 with the handheld device;

9                 receiving the content catalog from a formatting agent;

10                selecting content in the content catalog having the first data format; and

11                receiving said selected content from the formatting agent in a second data format  
12 compatible with the handheld device.

13           25.   (Original)   The method of claim 24, wherein the formatting agent is  
14 disposed within the viewing device.